

OUR COMPUTERS SPEAK MANY TONGUES



- MARKET RESEARCH
- TARGETING
- MARKET IMPACT
- DEMOGRAPHICS
- SALES DEVELOPMENT
- SYSTEMS ANALYSIS



Do you and your computer speak the same language? At Design & Systems Research, Inc., in addition to Fortran, Basic, and Pascal, our computers speak market research fluently.

They discuss demographics, enunciate market segmentation and pronounce market share. DSR's computers also recite sales territories, articulate market patterns, and address merchandising strategy.

DSR helps you speak to your market.

Joining forces with our well-spoken computers are research analysts and graphic artists. Combined we have the resources and abilities to interpret your research and to produce clean, concise reports.

DSR is adept at speaking: Dun's, Honda, Rolm, Lifesavers, New York Times and many other tongues.

Let's talk — DSR speaks your language.



DESIGN &
SYSTEMS
RESEARCH inc.

The Computer Graphics Consultants

14 Concord Avenue • Suite 101 • Cambridge, Massachusetts 02138 • (617) 497-5300

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OUR COMPUTERS WRITE MANY TONGUES

- MAPS, CHARTS, TEXT
- MULTIPLE FONTS
- GRAPHIC ARTS QUALITY
- GEOGRAPHIC DISTRIBUTIONS
- TIME SERIES

Some computers have trouble dotting their matrices, aligning their lasers or chaining their daisy wheels. At Design & Systems Research, Inc. our computers have no problem crossing their T's, let alone crossing your Geographic Distributions. They will not only dot their I's, but pinpoint your market share.

Our computers give your data good looks.

DSR's graphic artists, along with research analysts, combine their skills to take your data and create presentation quality graphics. Now your marketing reports can look exciting and give you more drawing power.

In 2- or 3-dimensional maps, bar graphs or pie charts, you can present your target and existing trade area market. Quickly and clearly your demographics spring from computer printout to living color.

Write us — We'll make you look good.



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